

ABSTRACT OF THE INVENTION

A system and method for targeting advertising. Advertising targeting information is stored on a client. Such information can be sensitive information that the user wishes to remain confidential. An advertisement is selected at the client for display to the user, based upon the advertising targeting information stored at the client. This can be accomplished using a software agent at the client. The selected advertisement may be retrieved from client memory, or a request can be sent to a remote server to send the selected advertisement to the client.